

IRI VS. NIELSEN SCANNING SUPERMARKET

Share 4 Weeks Ending 11/7/93

	IRI <u>Rapid Fact</u>	Nielsen <u>Supermarket</u>	<u>Difference</u>
PM	43.2 ✓	41.0	-2.3
PM Premium	33.3 35.65	32.1	-1.3
PM Discount	9.9 7.56	8.9	-1.0
Marlboro	23.4	21.6	-1.8
Basic	2.8	3.9	1.1
RJR	30.9	33.0	2.1
RJR Premium	20.9	20.4	-0.5
RJR Discount	10.0	12.6	2.6
B&W	8.6	9.9	1.3
Lorillard	6.7	5.8	-0.9
American	7.5	7.4	-0.2
Liggett	2.7	2.8	0.0
Total Discount	26.6	32.1	5.5
Total Deep Discount	12.3	17.3	5.0

- 3.5

+ 1.3

> - 1.7

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